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**UTILITY PATENT APPLICATION TRANSMITTAL**  
**(Small Entity)***(Only for new nonprovisional applications under 37 CFR 1.53(b))*

Docket No.

132/97

Total Pages in this Submission

33

**TO THE ASSISTANT COMMISSIONER FOR PATENTS****Box Patent Application**  
**Washington, D.C. 20231**

Transmitted herewith for filing under 35 U.S.C. 111(a) and 37 C.F.R. 1.53(b) is a new utility patent application for an invention entitled:

**Method and System for Collectively Generating User-Created Designs of Products and Property**  
**Via a Communications Network**

and invented by:

**Reuben Bahar**

If a CONTINUATION APPLICATION, check appropriate box and supply the requisite information:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Which is a:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

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☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.: \_\_\_\_\_

Enclosed are:

**Application Elements**

1. ☒ Filing fee as calculated and transmitted as described below
2. ☒ Specification having 23 pages and including the following:
  - a. ☒ Descriptive Title of the Invention
  - b. ☒ Cross References to Related Applications *(if applicable)*
  - c. ☐ Statement Regarding Federally-sponsored Research/Development *(if applicable)*
  - d. ☐ Reference to Microfiche Appendix *(if applicable)*
  - e. ☒ Background of the Invention
  - f. ☒ Brief Summary of the Invention
  - g. ☒ Brief Description of the Drawings *(if drawings filed)*
  - h. ☒ Detailed Description
  - i. ☒ Claim(s) as Classified Below
  - j. ☒ Abstract of the Disclosure

# UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

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33

## Application Elements (Continued)

3. ☒ Drawing(s) (when necessary as prescribed by 35 USC 113)
- a. ☐ Formal      b. ☒ Informal      Number of Sheets 2
4. ☒ Oath or Declaration
- a. ☒ Newly executed (original or copy)      ☐ Unexecuted
- b. ☐ Copy from a prior application (37 CFR 1.63(d)) (for continuation/divisional application only)
- c. ☒ With Power of Attorney      ☐ Without Power of Attorney
- d. ☐ DELETION OF INVENTOR(S)  
Signed statement attached deleting inventor(s) named in the prior application,  
see 37 C.F.R. 1.63(d)(2) and 1.33(b).
5. ☐ Incorporation By Reference (usable if Box 4b is checked)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied  
under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby  
incorporated by reference therein.
6. ☐ Computer Program in Microfiche
7. ☐ Genetic Sequence Submission (if applicable, all must be included)
- a. ☐ Paper Copy
- b. ☐ Computer Readable Copy
- c. ☐ Statement Verifying Identical Paper and Computer Readable Copy

## Accompanying Application Parts

8. ☐ Assignment Papers (cover sheet & documents)
9. ☐ 37 CFR 3.73(b) Statement (when there is an assignee)
10. ☐ English Translation Document (if applicable)
11. ☐ Information Disclosure Statement/PTO-1449      ☐ Copies of IDS Citations
12. ☐ Preliminary Amendment
13. ☒ Acknowledgment postcard
14. ☒ Certificate of Mailing
- ☐ First Class      ☒ Express Mail (Specify Label No.): EL522930103US

# UTILITY PATENT APPLICATION TRANSMITTAL (Small Entity)

(Only for new nonprovisional applications under 37 CFR 1.53(b))

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132/97

Total Pages in this Submission  
33

## Accompanying Application Parts (Continued)

15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. ☒ Small Entity Statement(s) - Specify Number of Statements Submitted: 1
17. ☐ Additional Enclosures (please identify below):

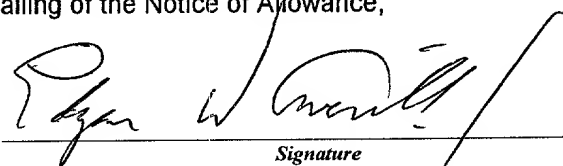
## Fee Calculation and Transmittal

### CLAIMS AS FILED

For	#Filed	#Allowed	#Extra	Rate	Fee
Total Claims	8	- 20 =	0	x \$9.00	\$0.00
Indep. Claims	4	- 3 =	1	x \$39.00	\$39.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					\$0.00
BASIC FEE					\$345.00
OTHER FEE (specify purpose)					\$0.00
TOTAL FILING FEE					\$384.00

- ☒ A check in the amount of \$384.00 to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge and credit Deposit Account No. 01-3022 as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of \_\_\_\_\_ as filing fee.
- ☒ Credit any overpayment.
- ☒ Charge any additional filing fees required under 37 C.F.R. 1.16 and 1.17.
- ☐ Charge the issue fee set in 37 C.F.R. 1.18 at the mailing of the Notice of Allowance, pursuant to 37 C.F.R. 1.311(b).

Dated: March 14, 2000

  
Signature

Edgar W. Averill, Jr.  
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562/698-8039

cc:

**CERTIFICATE OF MAILING BY "EXPRESS MAIL" (37 CFR 1.10)**Applicant(s): **Reuben Bahar**

Docket No.

132/97

Serial No.

Filing Date

Examiner

Group Art Unit

Invention: **Method and System for Collectively Generating User-Created Designs of Products and Property  
Via a Communications Network**

Jc658 U.S. PTO

09/524940

I hereby certify that this **Application and accompanying documents**

(Identify type of correspondence)

is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under  
37 CFR 1.10 in an envelope addressed to: The Commissioner of Patents and Trademarks, Washington, D.C.

20231-0001 on **March 14, 2000**

(Date)

**Edgar W. Averill, Jr.**

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SCAN-ED10

**VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY  
STATUS (37 CFR 1.9(f) AND 1.27 (b)) - INDEPENDENT INVENTOR**

Docket No.  
132/97

Serial No.

Filing Date

Patent No.

Issue Date

Applicant/

Patentee: **Reuben Bahar**
**Invention: Method and System for Collectively Generating User-Created Designs of Products and Property  
Via a Communications Network**

As a below named inventor, I hereby declare that I qualify as an independent inventor as defined in 37 CFR 1.9(c) for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the invention entitled above and described in:

- ☒ the specification to be filed herewith.  
☐ the application identified above.  
☐ the patent identified above.

I have not assigned, granted, conveyed or licensed and am under no obligation under contract or law to assign, grant, convey or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern or organization to which I have assigned, granted, conveyed, or licensed or am under an obligation under contract or law to assign, grant, convey, or license any rights in the invention is listed below:

- ☒ No such person, concern or organization exists.  
☐ Each such person, concern or organization is listed below.

**\*NOTE:** Separate verified statements are required from each named person, concern or organization having rights to the invention averring to their status as small entities (37 CFR 1.27)

FULL NAME

ADDRESS

☐ Individual      ☐ Small Business Concern      ☐ Nonprofit Organization

FULL NAME

ADDRESS

☐ Individual      ☐ Small Business Concern      ☐ Nonprofit Organization

FULL NAME

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☐ Individual      ☐ Small Business Concern      ☐ Nonprofit Organization

FULL NAME

ADDRESS

☐ Individual      ☐ Small Business Concern      ☐ Nonprofit Organization

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

NAME OF INVENTOR Reuben Bahar

SIGNATURE OF INVENTOR 

DATE: 3/13/08

NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

NAME OF INVENTOR \_\_\_\_\_

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NAME OF INVENTOR \_\_\_\_\_

SIGNATURE OF INVENTOR \_\_\_\_\_

DATE: \_\_\_\_\_

# S P E C I F I C A T I O N

## METHOD AND SYSTEM FOR COLLECTIVELY GENERATING USER-CREATED DESIGNS OF PRODUCTS AND PROPERTY VIA A COMMUNICATIONS NETWORK

### BACKGROUND OF THE INVENTION

The field of the invention generally relates to methods of generating graphic designs. The invention relates more particularly to a computer method of mass-generating and acquiring design submissions of various products, merchandise, and other items from the general public by means of a communications network, such as the Internet. Moreover, the method may incorporate an award incentive to promote greater participation in the creation and submission of graphic designs.

It has long been understood that one of the foundational premises of successful product merchandising and sales is the aesthetic and outward appearance of a product. While necessity and utility may effect the decision to purchase, it is a particular fashion, style, or appearance that so often determines consumer preference of one product brand over another, and ultimately the consumer's purchase selection. For this reason, many producers of commercial products and goods consider aesthetic product design as a vital component to their long-term marketing and sales strategies, as well as their ability to compete effectively.

1           Unfortunately, given the continuous evolution of tastes,  
2 trends, and styles, manufacturers find themselves investing  
3 heavily in market research and professional design consultants,  
4 in order to determine the popular "new look" for upcoming  
5 products. These traditional methods, wherein public opinion is  
6 sampled and professional designers are hired, can be unduly  
7 costly without necessarily achieving an accurate reflection of  
8 popular taste, style, or opinion. This is due in part to the  
9 inherently limited number of designs that can realistically be  
10 generated by an individual design consultant, or a products  
11 design group. Furthermore, market polling and testing only  
12 samples a relatively small number of individuals, and is at best  
13 an indirect approximation of the popular view of an existing  
14 product.

15           Today, with the advent and growing prominence of the  
16 Internet as a communications and commercial medium, producers and  
17 suppliers are now better able to ascertain the popularity of  
18 their products and product designs, by receiving comments and  
19 feedback directly from users/consumers via electronic mail, i.e.  
20 "e-mail." However, much of the consumer opinion and feedback  
21 transmitted over the Internet has traditionally been limited to  
22 textual comments, rather than user-designed graphic images  
23 detailing potential improvements and suggestions. This has been  
24 due to the substantially burdensome barriers associated with  
25 submitting original user-created graphic designs, particularly



1 when no incentives for such submissions are provided. In order  
2 to submit a new design, a graphic design software must first be  
3 purchased or otherwise obtained. After this is achieved, both  
4 time and energy must be spent in creating/editing a design using  
5 the software. Without access to a readily available graphic  
6 design environment and the proper incentive, these measures are  
7 generally not worth the user's time and effort in order for  
8 him/her to merely suggest and submit a new design.

9 Thus, there is clearly a need for a method which provides an  
10 easily accessible means for users/consumers to create and submit  
11 new designs for various existing products. In particular, by  
12 utilizing the pervasiveness of the Internet, the collective  
13 creativity of users in the general public may be harnessed to  
14 provide large-scale generation and collection of product designs.  
15 The advantage to manufacturers and producers would be the  
16 accumulation of a wealth of design ideas, many of which would not  
17 have been conceived of independently. In this manner, producers  
18 would be able to utilize the collected images to better ascertain  
19 consumer trends and styles of the times, and to produce a product  
20 accordingly so as to maximize sales.

#### 21 22 **BRIEF SUMMARY OF THE INVENTION**

23 It is an object of the present invention to provide a method  
24 of mass-generating user-created designs of products and other  
25 items designated for design over a communications network,

1 whereby a product manufacturer may acquire a multitude of new  
2 design suggestions from the general public.

3 It is a further object of the present invention to provide a  
4 method of mass-generating user-created designs utilizing a  
5 graphic design program having online graphic design tools and an  
6 online parts catalog, and capable of opening multiple concurrent  
7 sessions.

8 It is a still further object of the present invention to  
9 provide a method of mass-generating user-created designs, wherein  
10 interest in creating and submitting new designs of a product is  
11 promoted by providing an award incentive.

12 It is a still further object of the present invention to  
13 provide a networked computer system capable of providing online  
14 design tools and an online parts catalog on a remote host system  
15 which may be remotely accessed and operated by a plurality of  
16 users from client systems, for mass-generating the user-created  
17 designs.

18 The present invention is for a method and system for  
19 collectively generating for acquisition user-created designs of  
20 products over a communications network. The method and system  
21 establishes graphic design software on a remote host system which  
22 is connected to the communications network. The graphic design  
23 software is configured to run multiple, concurrent, and  
24 independent program sessions on the remote host system, and has a  
25 database module and a graphic tool module. The database module

contains product data for at least one product, with the product data preferably including a plurality of parts images for at least one product. The graphic tool module may be used to visually affect graphic images, including the parts images. The graphic design software is then made publicly accessible by remote interface means, wherein a plurality of users may each run a program session of the graphic design software on the remote host system from client systems connected to the communications network. Next, in response to each of the plurality of users, an independent program session of the graphic design software is run on the remote host system. This includes, under control of each of the plurality of users, selecting at least one target product to be designed, preferably selecting at least one parts image associated with the selected target product(s), creating a final design of the selected target product(s) using the graphic tool module, and submitting the final design to the remote host system. And finally, the final design is storably received on data storage means of the remote host system. In this manner, the remote host computer system may collect a multitude of design submissions from a great number of users.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is an overview flowchart pictorially depicting the general flow of information between a remote host system and multiple client systems via the Internet.

1           FIG. 2 is a block diagram of the information flow that  
2 occurs in the method and system for collectively generating user-  
3 created designs of products according to the present invention,  
4 upon accessing the remote host system.

5           FIG. 3 is a screen view of the graphic design software as  
6 seen from a client system, illustrating the parts catalog and  
7 editing tools available for designing a product, e.g. an  
8 automobile.

#### 9           **DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS**

10           Referring now to the drawings, FIGS. 1-3 together show a  
11 method and system (hereinafter "method"), generally indicated at  
12 reference character 100 in FIG. 1, for collectively generating  
13 user-created designs of products and property via a  
14 communications network, such as the Internet.

15           As noted in the background discussion, product design is a  
16 key factor which can determine the commercial success or failure  
17 of a product. To this effect, the method 100 functions to  
18 increase the number of potential product designs from which a  
19 manufacturer/producer of a product may select for a future  
20 product, or for modifying and updating an existing product.  
21 While the invention itself does not "generate" or produce new  
22 product designs per se, the method 100 provides the online  
23 environment and the design tools with which consumers and users  
24 may individually create product designs. In this manner,

1 producers are able to "generate," in a collective sense, a  
2 multitude of designs which would otherwise have been difficult,  
3 if not impossible, to obtain. Furthermore the collection of  
4 user-created designs may more accurately reflect the popular  
5 opinion, style, and/or trend relating to product designs, to  
6 thereby enable manufacturers to produce a more appealing, and  
7 commercially viable product.

8 It is notable that the term "product," is defined and  
9 understood herein and in the claims to mean any item or class of  
10 items, preferably of manufactured origin, which is commercially  
11 or otherwise made available to the general public. Preferably,  
12 the product is an existing item already in production, and  
13 popular or otherwise publicly known. In this regard, product  
14 recognition would allow users to better ascertain any areas for  
15 aesthetic design improvement. However, the product may also be a  
16 non-existing item that is planned for production. Typical  
17 examples of contemplated target products include, but are not  
18 limited to, vehicles, electronics, appliances, furniture,  
19 clothes, toys, sports products, etc. Furthermore "product" is  
20 broadly defined to also include real estate and intellectual  
21 properties suitable for designing, including, but not limited to  
22 building architecture and adornment, and trademarks.

23 It is also notable that although the following discussion  
24 will be primarily in the context of the Internet (113 in FIG. 1)  
25 and the World Wide Web, the term "communications network" as used

1 herein and in the claims, is intended to include all forms of  
2 network environments known to one in the relevant technical art.  
3 Thus the method 100 is equally applicable to all interconnected  
4 computer systems capable of transmitting and receiving data,  
5 including, but not limited to, all telecommunications networks  
6 such as the Internet 113, i.e. the World Wide Web, gopher, and  
7 BBS systems, hardwire telephony, wireless networks including  
8 cellular and PCS systems, satellite networks, etc. Furthermore,  
9 communications networks include localized and regional networks  
10 such as intranets and local area network (LAN) systems which  
11 interconnect a relatively few number of user systems or  
12 terminals, typically by means of a centralized server.

13 FIG. 1 shows the flow of user access and information that  
14 occurs in the method 100. In particular, the method 100 enables  
15 a host service provider operating a remote host system, generally  
16 indicated at reference character 101, to provide a graphic design  
17 software 103 to users in the general public, represented by three  
18 representative users indicated at reference characters 107-109 in  
19 FIG. 1. The software 103 is typically installed on data storage  
20 means 104, such as a hard drive disk or other data storage  
21 medium, and is processed and executed by data processing means,  
22 i.e. a central processing unit (CPU) (not shown). Furthermore,  
23 the software 103 is network configured to run multiple,  
24 concurrent, and independent program sessions on the remote host  
25 system 101 using a single software package, in a manner known in

1 the relevant art. Thus, multiple users may concurrently and  
2 independently access and operate the program, as indicated by  
3 arrows 110, 111, and 112, as will be discussed further below.

4 The graphic design software 103 preferably has two  
5 application modules, including a database module containing  
6 product data for at least one product. Preferably the product  
7 data includes various parts images associated with a particular  
8 product, which serves to preserve a product's distinct features.  
9 For example, a particular type of automobile will have stored in  
10 the database module, parts images specific to the particular  
11 automobile, such as original fenders, doors, wheels, seating,  
12 etc., as well as steering wheels, and interior dashboard  
13 configurations. The database module also includes other product  
14 data, such as specifications, finally-assembled images, and other  
15 information particular to the product. Furthermore, the graphic  
16 design software 103 also includes a graphic tool module for  
17 creating, editing, and otherwise graphically manipulating and  
18 visually affecting graphic images, namely the parts images  
19 associated with the particular product. The graphic tool module  
20 may include traditional editing features such as cropping,  
21 sizing, warping, color, etc., of existing graphic images, i.e.  
22 the parts images of a product. However, it is not limited only  
23 to such. The graphic tool module may also feature design tools  
24 which allow a user to create and utilize his/her own parts in

1 developing a unique design, without resorting to the original  
2 specifications supplied by the available parts images.

3 As can be seen in FIG. 1, the graphic design software 103  
4 can be concurrently and independently accessed by multiple users  
5 from client systems 107-109 by remote interface means 106 of the  
6 remote host system 101. As used herein and in the claims, the  
7 remote interface means 106 is a suitable networking hardware or  
8 software application known in the relevant art of computer  
9 networking which enables multiple users to remote access  
10 designated data located in a host system, from a client system.  
11 The term "access" as used herein and in the claims, is defined  
12 and understood to mean initializing and running a software  
13 application where it is presently installed. Thus, because the  
14 graphic design software 103 is preferably installed on the remote  
15 host system 101, remote accessing of the software by a user from  
16 a client system 107-109 involves running the program 103 on the  
17 remote host system 101, and only the screen output is transmitted  
18 to and displayed on the client system 107-109.

19 It is notable that the term "access," when discussed in  
20 reference to the Internet, has traditionally been limited in  
21 meaning to situations where a user is connected to the Internet  
22 via an Internet service provider (ISP) or when specified "web  
23 pages" are downloaded to a client system when a corresponding  
24 uniform resource locator (URL) address is entered. However,  
25 "access" has not been popularly used to describe the initializing



1 and operation of remotely located software. This limitation has  
2 been largely due to the relatively slow and inefficient data  
3 transfer rate of traditional modems connected by means of  
4 traditional telephone lines. However, as is known by those  
5 conversant in the technical field, "access" and operation of  
6 remotely located software programs can now be realized on a real  
7 time basis with the growing use of high-speed modems, cable, T1,  
8 and digital subscriber lines (DSL) as preferred data conduits.  
9 These types of preferred data conduits are now available through  
10 various ISP's 102 to allow virtually real time remote operation.  
11 Thus, FIG. 1 illustrates direct access to a graphics design  
12 software 103 by connecting to the Internet 113 provided by such  
13 an ISP 102. In this manner, operation of the software 103 would  
14 be displayed on a user's client system virtually instantaneously  
15 without significant or noticeable delay.

16 FIG. 2 illustrates in block diagram form the real time  
17 operation of a preferred embodiment of the method 100 of the  
18 present invention. As can be seen in FIG. 2, a user starts at  
19 block 200 after accessing the remote host system 101 from a  
20 remote location. Preferably, although not shown in the figures,  
21 users would typically be required to register with the host  
22 service provider by opening a personal user account, prior to  
23 accessing the graphic design software 103, in order to establish  
24 a user's profile with the host system and to save a user's  
25 unfinished designs therein. As shown in FIG. 1, access to the

1 graphic design software 103 is preferably predicated upon  
2 entering a host web page 105. Thus, from block 200 in FIG. 2, a  
3 host web page is displayed at block 201, which typically  
4 introduces the graphic design software and its operation, and  
5 provides an initializing link to the software. At block 203, the  
6 user decides whether to access the graphic design software.

7 If yes, the software is initialized and a products menu is  
8 displayed, as shown in block 204, listing the target products  
9 available for designing. At block 206, the user decides on a  
10 target product and enters the selection, upon which a  
11 determination is made whether the selection is a valid choice.  
12 If yes, a design workscreen (300 in FIG. 3) is displayed, as  
13 shown in FIG. 3, including a parts listing 304, and an editing  
14 tools menu 303. The design workscreen 300 also includes a  
15 graphics window 301 where an outline or silhouette 302 of the  
16 product is preferably displayed. The outline/silhouette  
17 functions to guide the user in maintaining the basic structure of  
18 the product, and is not intended to be limiting in any manner.  
19 At block 210, the user may next select a target parts image 307.  
20 Preferably, selection of a parts image can be accomplished from a  
21 menu, such as the parts listing 304 as shown in FIG. 3. In this  
22 embodiment, a selected parts image 307 is displayed on the  
23 outline 302 of the product for the first time. In an alternative  
24 embodiment, all parts images associated with a particular product  
25 may be pre-displayed, whereby the user may then directly select a

1 parts image, e.g. by pointing and clicking a mouse. In any case  
2 the validity of the choice is determined at block 211. If the  
3 selection is not valid, another selection must be made. If  
4 valid, the part selection 307 will be subject to subsequent  
5 manipulation. At block 213, the user selects means for visually  
6 affecting a graphic image, i.e. an edit tool. It is notable that  
7 once the design workscreen is entered, the order in which edit  
8 tools and target parts images are selected, blocks 210 and 213,  
9 may be reversed. In any case, following block 213, the remote  
10 host system determines if the choice was valid at block 214. If  
11 yes, the edit tool is selected and the user manipulates the  
12 selected parts with the selected edit tool at block 215. At this  
13 point, the user is given the option to save his unfinished design  
14 in his user account at block 216. If yes, the design is saved to  
15 the data storage means at block 217. Alternatively, the user may  
16 opt to save the unfinished design on his own local data storage  
17 means. Next, the user may print the design on a local printer,  
18 as indicated at block 218 in FIG. 2, by selecting a print button  
19 305 in FIG. 3 shown on the workscreen 300. At block 220, the  
20 method 100 asks the user whether the design is complete, i.e.  
21 whether the user has a finished design that is ready for  
22 submission. If not, the method takes the user back to the design  
23 workscreen via entry point C, indicated at reference character  
24 209. If yes, the user has the option to submit the design at  
25 block 221. As shown in FIG. 3, this is typically accomplished by

1 a "submit" button on the design workscreen 306. If yes, the  
2 finished design is storably received on data storage means, as  
3 shown at block 222. It is notable that the finished design need  
4 not be storably received at the same data storage means (104 in  
5 FIG. 1) as where the graphics design software 103 is installed;  
6 alternatively, different data storage medium located may be used.  
7 Next, at block 223, the user will preferably also have the option  
8 of printing the submitted final design, which will then be  
9 printed at block 224. And finally, the method 100 determines  
10 whether the user would like to design another product stored in  
11 the database module. If yes, the user is taken back to block 204  
12 via entry point B, indicated at reference character 205. If not,  
13 the graphic design software 103 will terminate and the user is  
14 taken back to the host web page at block 201 via entry point A  
15 202.

16 After storably receiving a sufficient plurality of final  
17 designs, one preferred embodiment of the method 100 further  
18 provides a step of selecting at least one winner to receive a  
19 corresponding award incentive (not shown). The selection is  
20 preferably made based on pre-defined selection criteria, such as  
21 the degree of variance between the final design and a pre-  
22 determined design scheme. Alternatively, the pre-defined  
23 selection criteria may be based on a manufacturer/producer's  
24 decision to commercially construct and produce a final design  
25 submission. Providing an award incentive functions to draw more

1 users to the remote host system 101, to create and submit user-  
2 created designs.

3 It is notable that while the remote host service provider is  
4 typically a producer of a product who wishes to directly inquire  
5 and compile design ideas and suggestions from the general public,  
6 this need not always be the case. A third party provider may  
7 also provide such graphic design software on a remote host  
8 system, whereby users are given a selection of products from  
9 which to choose and design. These third party providers may in  
10 turn, then sell the acquired design submissions to the  
11 corresponding manufacturer/producer for their consideration and  
12 evaluation.

13 In this manner, the method and system 100 of the present  
14 invention would allow the manufacturer of a product to get a  
15 wealth of design suggestions for their respective product. This  
16 will give the manufacturer an exorbitant amount of design ideas,  
17 many of which the manufacturing company would never have  
18 conceived of independently. It would also expose a manufacturer  
19 to the public's varying opinions and input of what the product  
20 should look like. Being informed of the going consumer  
21 trends/styles of the times, the manufacturer would be able to  
22 design the product so as to maximize its potential sale.  
23 Implementation of this invention may also help promote awareness  
24 of a particular product line.

1           The present embodiments of this invention are thus to be  
2   considered in all respects as illustrative and not restrictive;  
3   the scope of the invention being indicated by the appended claims  
4   rather than by the foregoing description. All changes which come  
5   within the meaning and range of equivalency of the claims are  
6   intended to be embraced therein.

**I CLAIM:**

1 1. A method of collectively generating for acquisition user-  
2 created designs of products via a communications network,  
3 said method comprising the steps of:

4 establishing graphic design software on a remote host  
5 system connected to said communications network, said  
6 graphic design software having a database module containing  
7 product data for at least one product, and a graphic tool  
8 module for visually affecting graphic images, said graphic  
9 design software configured to run multiple, concurrent, and  
10 independent program sessions on said remote host system;

11 providing public access to said graphic design software  
12 by remote interface means, wherein a plurality of users may  
13 each run a program session of said graphic design software  
14 on said remote host system from client systems connected to  
15 said communications network;

16 running a program session of said graphic design  
17 software on said remote host system in response to each of  
18 said plurality of users, said step of running a program  
19 session including the steps of, under control of each of  
20 said plurality of users, selecting from said database module  
21 at least one target product to be designed, creating a final  
22 design of said at least one target product using said

23 graphic tool module, and submitting said final design to  
24 said remote host system; and  
25 storably receiving said final design on data storage  
26 means of said remote host system.

1 2. The method as in Claim 1, further comprising the steps of:  
2 upon storably receiving a plurality of final designs,  
3 selecting at least one winner using selection criteria; and  
4 providing said at least one winner a corresponding  
5 award.

3. The method as in Claim 1,  
wherein the step of creating a final design of said at  
least one target product comprises the step of providing an  
option to save an unfinished design.

1 4. A method of collectively generating for acquisition user-  
2 created designs of products via a communications network,  
3 said method comprising the steps of:  
4 establishing graphic design software on a remote host  
5 system connected to said communications network, said  
6 graphic design software having a database module containing  
7 product data for at least one product, said product data  
8 including a plurality of parts images associated with said  
9 at least one product, and a graphic tool module for visually



10 affecting graphic images, said graphic design software  
11 configured to run multiple, concurrent, and independent  
12 program sessions on said remote host system;

13 providing public access to said graphic design software  
14 by remote interface means, wherein a plurality of users may  
15 each run a program session of said graphic design software  
16 on said remote host system from client systems connected to  
17 said communications network,

18 running a program session of said graphic design  
19 software on said remote host system in response to each of  
20 said plurality of users, said step of running a program  
21 session including the steps of, under control of each of  
22 said plurality of users, selecting from said database module  
23 at least one target product to be designed, selecting from  
24 said database module at least one target parts image  
25 associated with said at least one target product, creating a  
26 final design of said at least one target product using said  
27 graphic tool module including visually affecting said at  
28 least one target parts image, and submitting said final  
29 design to said remote host system; and

30 storably receiving said final design on data storage  
31 means of said remote host system.

- 1     5.    The method as in Claim 4, further comprising the steps of:  
2            upon storably receiving a plurality of final designs,  
3            selecting at least one winner using selection criteria; and  
4            providing said at least one winner a corresponding  
5            award.
6.    The method as in Claim 4,  
      wherein the step of creating a final design of said at  
      least one target product comprises the step of providing an  
      option to save an unfinished design.
7.    A system for collectively generating for acquisition user-  
      created designs of products via a communications network,  
      said system comprising:  
      in a remote host system connected to the communications  
      network,  
          computer processor means for processing data;  
          data storage means for storing data;  
          graphic design software having a database module  
          containing product data for at least one product, and a  
          graphic tool module for visually affecting graphic  
          images, said graphic design software configured to run  
          multiple, concurrent, and independent program sessions  
          on said remote host system; and

remote interface means for providing public access to said graphic design software, wherein a plurality of users may each run a program session of said graphic design software on said remote host system from client systems connected to said communications network in response to each of said plurality of users, and wherein each of said plurality of users may select from said database module at least one target product to be designed, create a final design of said at least one target product using said graphic tool module, and submit said final design to said remote host system where it may be storablely received on said data storage means.

8. A system for collectively generating for acquisition user-created designs of products via a communications network, said system comprising:
- in a remote host system connected to the communications network,
    - computer processor means for processing data;
    - data storage means for storing data;
    - graphic design software having a database module containing product data for at least one product, said product data including a plurality of parts images associated with said at least one product, and a graphic tool module for affecting graphic images, said

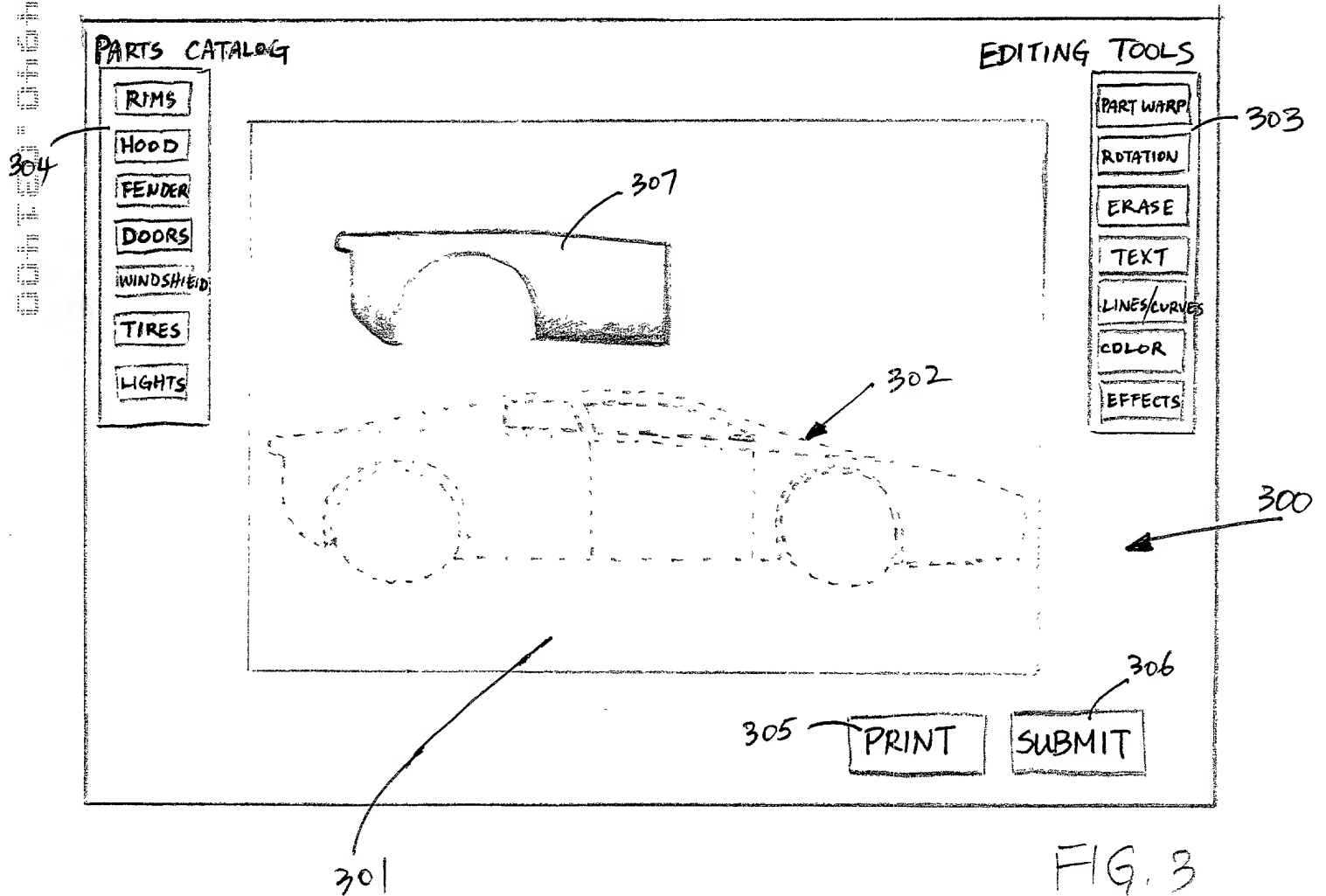
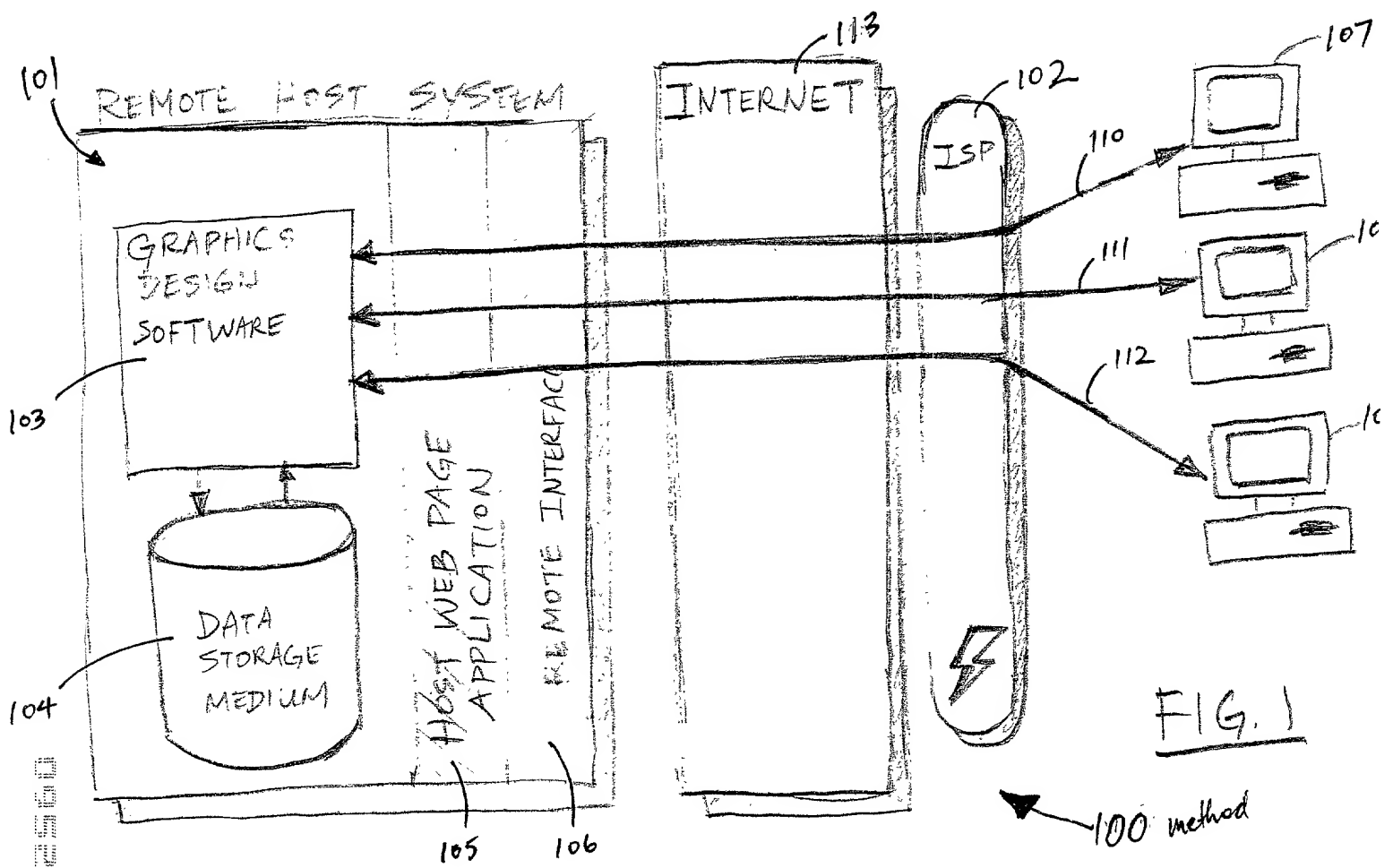
13 graphic design software configured to run multiple,  
14 concurrent, and independent program sessions on said  
15 remote host system; and

16 remote interface means for providing public access  
17 to said graphic design software,

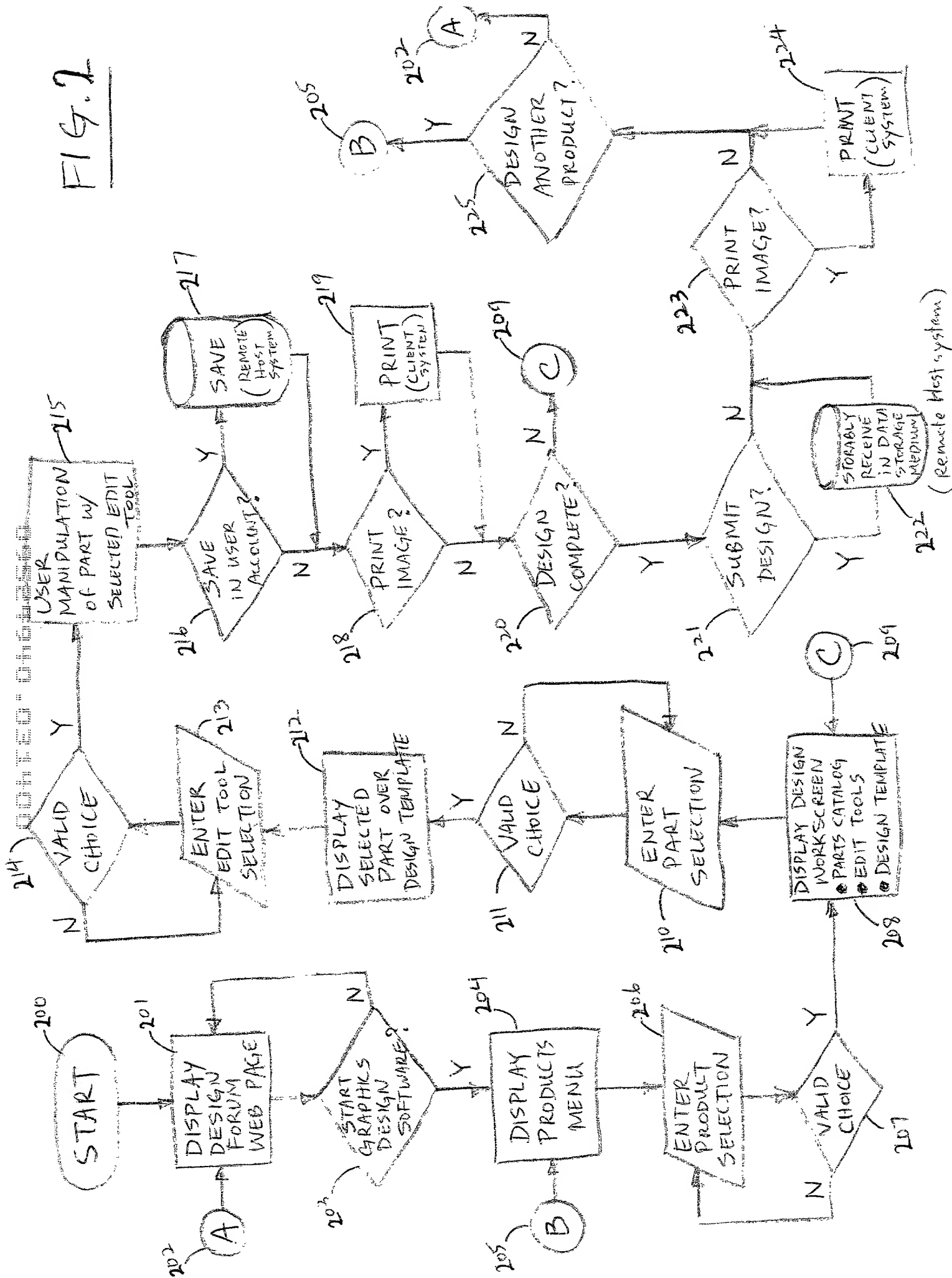
18 wherein a plurality of users may each run a program  
19 session of said graphic design software on said remote host  
20 system from client systems connected to said communications  
21 network in response to each of said plurality of users, and  
22 wherein each of said plurality of users may select from said  
23 database module a target product to be designed, select from  
24 said database module at least one parts images associated  
25 with said at least one target product, create a final design  
26 using said graphic tool module including visually affecting  
27 said at least one target parts image, and submit said final  
28 design to said remote host system where it may be storably  
29 received on said data storage means.

**ABSTRACT OF THE DISCLOSURE**

A method and system for mass-generating new or modified designs of products and other items over a communications network, such as the Internet. Users in the public may remotely access and run a computer design program on a remote host system where they may select and manipulate product parts for designated products, in order to create a new design for planned or existing products. Additionally, an award incentive is preferably provided to winning designs. In this manner, the remote host computer system may collect a multitude of design submissions from a great number of users.



# FIG. 2



Docket No.  
132/97

# Declaration and Power of Attorney For Patent Application

## English Language Declaration

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

**Method and System for Collectively Generating User-Created Designs of Products and Property Via a Communications Network**

the specification of which

(check one)

☒ is attached hereto.

☐ was filed on \_\_\_\_\_ as United States Application No. or PCT International Application Number \_\_\_\_\_ and was amended on \_\_\_\_\_ (if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, Section 119(a)-(d) or Section 365(b) of any foreign application(s) for patent or inventor's certificate, or Section 365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate or PCT International application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s)

Priority Not Claimed

(Number)

(Country)

(Day/Month/Year Filed)

☐

(Number)

(Country)

(Day/Month/Year Filed)

☐

(Number)

(Country)

(Day/Month/Year Filed)

☐



I hereby claim the benefit under 35 U.S.C. Section 119(e) of any United States provisional

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

I hereby claim the benefit under 35 U. S. C. Section 120 of any United States application(s), or Section 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. Section 112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in Title 37, C. F. R., Section 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application:

\_\_\_\_\_  
(Application Serial No.)

\_\_\_\_\_  
(Filing Date)

\_\_\_\_\_  
(Status)  
(patented, pending, abandoned)

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(Application Serial No.)

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(Filing Date)

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(Status)  
(patented, pending, abandoned)

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(Application Serial No.)

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(Filing Date)

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(Status)  
(patented, pending, abandoned)

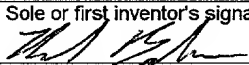
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith. *(list name and registration number)*

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Second inventor's signature	Date
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